

new culture related to technology which will lead to the reunion of science and culture. It is the age of light.

The author analyses the theories of the North American sociologist, Daniel Bell, father of the concept of the "post-industrial society". What will the society of the future be like? Scientific innovation, orchestrated communication, data banks and telematics are already the driving force in the economy. In the future, integrated communication will offer thousands, of transmitters, satellites, electronic newspapers, education by correspondence, etc. We are faced with a great challenge but the question is whether the artificial division between culture and science will go ahead.

## 17 The press in Catalan, a change of cycle

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JAUME GUILLAMET

15 years have now elapsed since *Avui* appeared, the first newspaper in Catalan after Francoism. The author reviews the present-day situation of the Catalan press and its prospects of normalisation.

He observes that in the regional and institutional press, and in cultural journals, Catalan language is in good health, whereas in the daily popular press the language does not have any social repercussion.

The development of local radio and television has helped make Catalan a normalised language of communication. At a business level, the impulse achieved by the vernacular language is linked to the small and medium-sized enterprise. The specific groups of the journalistic industry have barely tried to publish in Catalan.

What is missing is a recognised diagnosis of the prospects of Catalan in the popular press. Public action has a great deal to do with linguistic normalisation. It should be pointed out that nowadays the Catalan press of greatest diffusion are municipal bulletins. On the whole, a deeper knowledge of the problem is needed in order to assess the situation of Catalan in the press.